

ARIZONA TOURISM INDICATORS

A QUARTERLY NEWSLETTER OF RESEARCH AND STRATEGIC PLANNING

3RD QTR
2007



ARIZONA TOURISM INDICATORS

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INCOME, DEMOGRAPHICS INFLUENCE WHAT PEOPLE LOOK FOR IN VACATIONS

Contrary to popular belief, the more affluent someone is, the more likely they are to return to a favored destination, according to a recent survey conducted for the U.S. Tour Operators Association.

"Most people imagine high-income travelers jetting around the world, sailing the Amazon, visiting Rome this year, Rio the next, following a safari with a sailing trip along the Turkish coast, or taking an extended cruise. However, we found that one-third of travelers with household income greater than \$100,000 indicated they preferred to revisit favorite vacation destinations.

That is the largest group giving this response in any income category," says Bob Whitley, USTOA president.

The survey revealed that increased income correlates with the desire to repeat favorite vacation spots. Thirty percent of households earning \$50,000 to \$99,000 also preferred returning to favorite destinations, but that number dropped to less than 20% for those earning \$35,000 and less.

Higher-income travelers also said they enjoy exploring a favorite destination in depth, and that a broader selection of side trips would motivate them to select a tour or vacation package.

Women and those reporting lower income based their vacation choices on practical factors, saying that additional meals and sightseeing included in the price would motivate them to select packaged travel. Younger travelers (18 – 34) and families with children under 12 years said that free hotel room upgrades were motivating factors.

Bob Whitley, USTOA president notes that USTOA's more than 130 members cater to a wide variety of budgets. "Some of our members specialize in small group and exclusive tours and experiences to all continents, for the affluent who want to return to a favored destination and explore in depth. Travelers on a budget should look for all-inclusive tours and vacation packages, and for specials providing a free room upgrade or extra hotel night at no cost," he advises.

Source: USTOA

Americans will hit the skies in record numbers

A busy holiday travel season is as predictable as turkey, parades, & football on Thanksgiving Day. Americans will hit the skies in record numbers this November & December, despite the recent memory of a busy & trying summer at the nation's airports.

The holiday season is defined by marked peaks & valleys in demand more than any other time of year. For bargain hunters with flexible schedules, this means that savings opportunities abound. For those who need to stick to a schedule, advance planning & timing are critical for making the most of holiday trips.

To gauge where departure & arrival delays are most likely during the upcoming holiday season, look at airline performance last season. Airports with the most delayed departures last November and December were Atlanta, Chicago O'Hare, Detroit, New York JFK, Newark, and Philadelphia. (Source: Expedia.com)

SURVEY - GUESTS SAY HOTELS NOT 'GREEN' ENOUGH

Ever wonder how energy and environmentally conscious the hotel guests next door are? According to a recent survey, they are likely reusing their towels, turning off the lights when they leave & recycling, if given the chance. The nationwide survey of 701 people was conducted by A Closer Look, Inc. (www.a-closer-look.com)

"75% of respondents said it is important to them that the hotel where they stay follows "green practices," & those surveyed are more than willing to do their part," said David McAleese, CEO of A Closer Look. "In recent years, Americans have become more environmentally aware, & thus have changed their

behavior & the expectations of businesses they support."

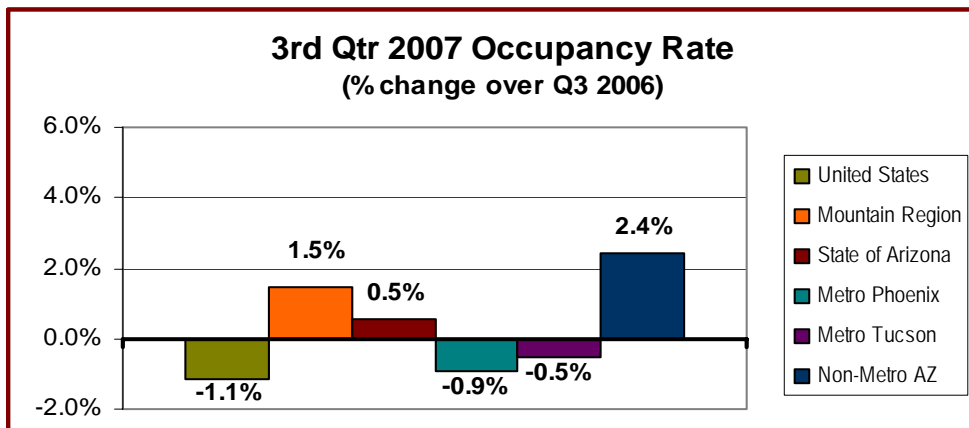
Most respondents are happy to reuse towels during part of their stay & say hotels could be doing more to help the environment. Many hotels have long been offering the option of reusing towels during a guest's stay, and 69% of people interviewed said they were given the option during their most recent hotel stay. Of those who were offered the option of reusing towels, 40% reused their towels for 1 day, 24% reused them for two or more days and 19% reused some of the towels and requested replacement of the rest. Only 16% of respondents said they requested new

towels daily.

The one environmentally friendly practice that is being met with some resistance is offering bulk amenities (soap, shampoo and lotion) instead of individually packaged ones. 53 percent of respondents prefer individually packaged amenities, and only 14% say they prefer bulk amenities. One-third of respondents said they don't care. When questioned which environmentally friendly practice they are least likely to engage in, 60% said using bulk soap and amenities, 17% said using guestroom recycle bins, and 12% said reusing the towels.

Source: HTrends 11-14-2007

LODGING PERFORMANCE



Source: Smith Travel Research

NATIONAL

The lodging sector nationally saw a small decrease of -0.7% in demand as well as a 0.5% increase in supply while occupancy remained slightly down (-1.1%) during the third quarter compared to the same quarter in 2006, according to Smith Travel Research. The increase in the Average Daily Rate (ADR) was the driver of the increase in the Revenue per Available Room (RevPAR) during the third quarter. ADR

grew 5.6% to a rate of \$103.53. RevPAR increased 4.4% to a rate of \$70.43 compared to Q3 2006.

MOUNTAIN REGION

The Mountain Region, as defined by the US Census Bureau, witnessed an increase in occupancy of 1.5%, up to 72.5%, in the third quarter over the same period in 2006. ADR was the primary driver to the increase in RevPAR during the third quarter. ADR grew 6.6% to a

rate of \$95.68. RevPAR increased 8.1% to a rate of \$69.37 compared to Q3 2006.

ARIZONA

Arizona's lodging occupancy during the third quarter increased slightly, up 0.5% to a rate of 62.6%. Demand for lodging in the state also increased 1.2% during the quarter, equivalent to a 68,776 room increase. ADR increased 5.9% to a rate of \$86.58. The increase in ADR drove RevPAR up 6.5% to \$54.20 for the state during the third quarter.

METRO PHOENIX

Metro Phoenix's average occupancy rate during the third quarter was down -0.9% over last year with an average rate of 57.7%. Demand for lodging in the Metro Phoenix area decreased -0.5%, which is approximately 13,879 less rooms. The average ADR for Metro Phoenix during the third quarter was \$89.64, an increase of 4.9% over Q3 2006. The increase in ADR drove the

LODGING PERFORMANCE

Continued from page 2

increase in RevPAR, which was \$51.75, an increase of 4.0% during the third quarter.

METRO TUCSON

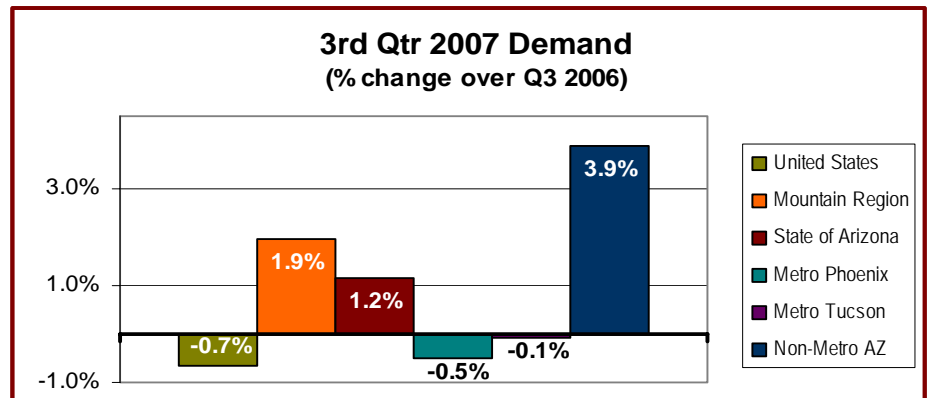
Metro Tucson's average occupancy rate decreased slightly -0.5% to a rate of 60.4% during the third quarter. Demand for Metro Tucson remained flat at -0.1%, equivalent to 842 less rooms. The average daily rate for Metro Tucson during the third quarter was \$80.16, an increase of 8.0% over Q3 2006. The increase in ADR drove the increase in RevPAR, which was \$48.39, an increase of 7.5% during the third quarter.

COUNTY

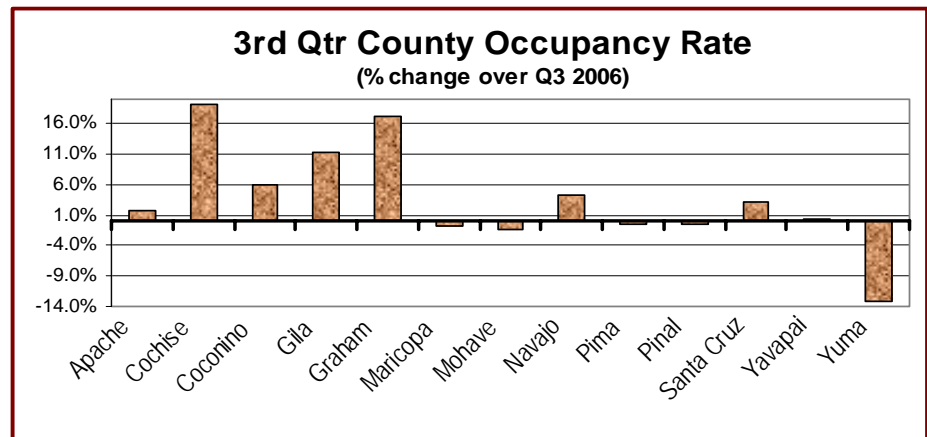
Lodging indicators for Arizona's counties were generally positive during the third quarter with one exception. The following counties stand out the most during this quarter: Cochise, Gila, Graham, and Yuma.

Lodging in Cochise County witnessed an increase in occupancy during the third quarter, up 19.0% to a rate of 71.0%. This increase was due to an increase in rooms demanded at 29.4% which accounts for 40,214 more rooms. Increases in both occupancy and ADR contributed to an increase in RevPAR for the county. Cochise County's average RevPAR rate during the third quarter was \$44.24, an increase of 32.3%.

Gila County also experienced strong growth during the third quarter compared to Q3 2006. Room demand was up 11.3% during the period, which accounts for an increase of 7,171 rooms. Increases in both occupancy and ADR contributed to an increase in RevPAR for the county. The average



Source: Smith Travel Research



Source: Smith Travel Research

RevPAR rate was \$54.80, up 23.0% compared to the same period last year.

In Graham County, occupancy increased 17.1%, to a rate of 78.8% during the third quarter. Increased room demand at 17.2%, up 4,006 rooms, and flat room supply contributed to the increased hotel occupancy rate. Graham County's ADR for the quarter was \$72.98, up 11.8%. The increase in both occupancy and ADR contributed to the increase in the average RevPAR rate for the quarter, which was \$57.51, up 31.1% compared to Q3 2006.

In contrast, Yuma County's occupancy rate decreased -13.2% to a rate of

58.4% during the third quarter. This was due to an -10.3% decrease in room demand in Yuma County as well as a supply increase of 3.4%, approximately more 8,280 rooms. The decrease in occupancy contributed to the decrease in RevPAR for the county. The average RevPAR rate was \$42.18, down -7.4% compared to Q3 2006. ADR was up 6.5% to \$72.21 for the quarter.

In addition, several counties continued to see positive increases in occupancy in each of the first three quarters of 2007. These counties were Apache, Cochise, Gila, Graham, and Navajo counties.

LODGING PERFORMANCE

LODGING PERFORMANCE 3RD QUARTER 2007

| | Occupancy | | ADR (\$) | | RevPAR (\$) | | Demand | | Supply | |
|--------------------------|-----------|----------|----------|----------|-------------|----------|-------------|----------|-------------|----------|
| | 2007 | % Change | 2007 | % Change | 2007 | % Change | 2007 | % Change | 2007 | % Change |
| United States | 68.0% | -1.1% | 103.53 | 5.6% | 70.43 | 4.4% | 280,454,335 | -0.7% | 412,238,294 | 0.5% |
| Mountain Region | 72.5% | 1.5% | 95.68 | 6.6% | 69.37 | 8.1% | 35,345,789 | 1.9% | 48,755,321 | 0.5% |
| Arizona | 62.6% | 0.5% | 86.58 | 5.9% | 54.20 | 6.5% | 5,731,334 | 1.2% | 9,155,566 | 0.6% |
| Metro Phoenix | 57.7% | -0.9% | 89.64 | 4.9% | 51.75 | 4.0% | 2,775,756 | -0.5% | 4,808,545 | 0.5% |
| Metro Tucson | 60.4% | -0.5% | 80.16 | 8.0% | 48.39 | 7.5% | 842,023 | -0.1% | 1,395,002 | 0.4% |
| Non-Metro Arizona | 72.0% | 2.4% | 85.65 | 7.4% | 61.71 | 10.1% | 1,991,228 | 3.9% | 2,763,787 | 1.4% |

Source: Smith Travel Research

COUNTY LODGING PERFORMANCE 3RD QUARTER 2007

| County | Occupancy | | ADR (\$) | | RevPAR (\$) | | Demand | | Supply | |
|-------------------|-----------|----------|----------|----------|-------------|----------|-----------|----------|-----------|----------|
| | 2007 | % Change | 2007 | % Change | 2007 | % Change | 2007 | % Change | 2007 | % Change |
| Apache | 68.3% | 1.9% | 77.66 | 6.7% | 53.06 | 8.7% | 62,349 | 3.4% | 91,264 | 1.5% |
| Cochise | 71.0% | 19.0% | 62.29 | 11.2% | 44.24 | 32.3% | 176,528 | 29.4% | 248,584 | 8.8% |
| Coconino | 83.4% | 6.0% | 91.50 | 6.3% | 76.28 | 12.7% | 806,502 | 5.7% | 967,423 | -0.3% |
| Gila | 71.9% | 11.3% | 76.19 | 10.5% | 54.80 | 23.0% | 71,133 | 11.3% | 98,900 | 0.0% |
| Graham | 78.8% | 17.1% | 72.98 | 11.8% | 57.51 | 31.1% | 27,380 | 17.2% | 34,746 | 0.0% |
| Greenlee | N/A | 0.0% | N/A | 0.0% | N/A | 0.0% | N/A | 0.0% | N/A | 0.0% |
| La Paz | N/A | 0.0% | N/A | 0.0% | N/A | 0.0% | N/A | 0.0% | N/A | 0.0% |
| Maricopa | 57.8% | -0.9% | 90.37 | 5.0% | 52.23 | 4.1% | 2,701,545 | -0.5% | 4,674,593 | 0.4% |
| Mohave | 59.2% | -1.4% | 72.41 | 1.1% | 42.86 | -0.4% | 231,236 | -2.1% | 390,632 | -0.5% |
| Navajo | 72.1% | 4.2% | 69.11 | 6.1% | 49.81 | 10.4% | 214,744 | 4.1% | 297,990 | 0.0% |
| Pima | 60.4% | -0.4% | 80.16 | 8.2% | 48.39 | 7.7% | 842,023 | -0.1% | 1,395,002 | 0.5% |
| Pinal | 55.4% | -0.5% | 63.21 | 5.7% | 35.02 | 5.1% | 74,211 | 2.7% | 133,952 | 3.2% |
| Santa Cruz | 65.3% | 3.3% | 71.20 | 5.8% | 46.46 | 9.4% | 57,570 | 3.3% | 88,228 | 0.0% |
| Yavapai | 68.2% | 0.3% | 120.25 | 10.3% | 82.04 | 10.5% | 285,353 | 1.0% | 418,232 | 0.7% |
| Yuma | 58.4% | -13.2% | 72.21 | 6.5% | 42.18 | -7.4% | 148,281 | -10.3% | 253,828 | 3.4% |

Source: Smith Travel Research

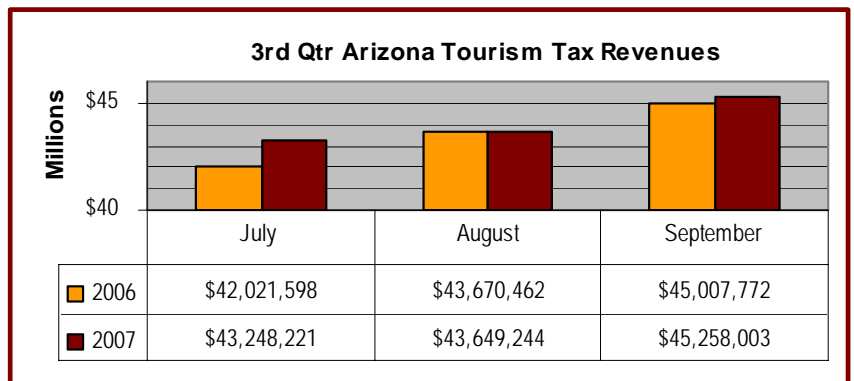
AZ TOURISM RELATED TAX

During the 3rd quarter of 2007, travelers generated tax revenue in the tourism sectors of lodging, restaurant/bar, retail, and amusements amounting to approximately \$132 million, a 1.1% increase over the same period last year. Visitor generated revenues were up in all sectors except retail. During the 3rd quarter of 2007, the lodging sector increased 7.6% to almost \$24 million dollars, the retail sector decreased -2.1%, the restaurant/bar sector was up 5.0% while the amusement sector was up 5.7% compared to the same period last year. During the 3rd quarter of 2007, the largest travel related tax revenues were generated in the month of September, up 0.6% while July was the most improved (up 2.9%) for the same period last year.

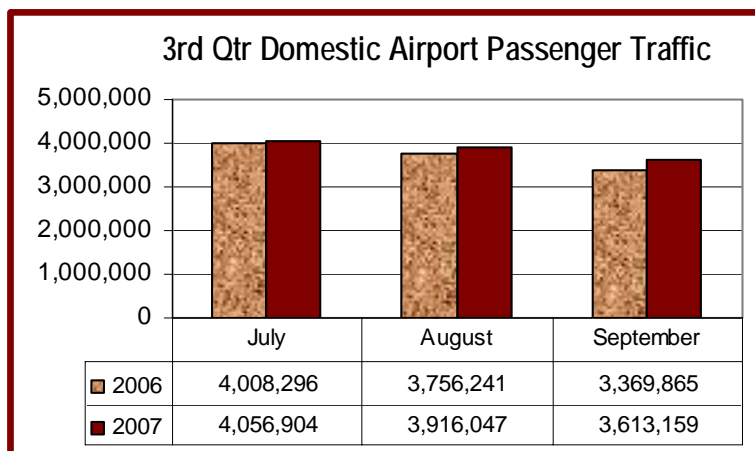
Tourism sectors as defined by the Tourism Economic Impact Model (TEIM) developed by the Travel Industry Association of America, and adapted for Arizona by Northern Arizona University, include: lodging, restaurant/bar, retail, and amusements. TEIM model produced the following percentages, which are used to figure gross sales attributable to tourism: lodging (95%), restaurant/bar (23.62%), retail (10.91%), and amusements (6.43%). Source: Arizona Department of Revenue, NAU

AZ TOURISM RELATED TAX REVENUES-3RD QTR

| Tourism Sectors | 2007 | 2006 | % Change |
|--------------------------|----------------------|----------------------|-------------|
| Lodging | \$23,983,062 | \$22,292,807 | 7.6% |
| Restaurant/Bar | \$29,583,818 | \$28,183,011 | 5.0% |
| Retail | \$77,739,256 | \$79,420,441 | -2.1% |
| Amusement | \$849,332 | \$803,573 | 5.7% |
| 3rd Quarter Total | \$132,155,468 | \$130,699,832 | 1.1% |



ARIZONA AIRPORT PASSENGER TRAFFIC



| Airports | 2006 | 2007 | % Change |
|----------------------------|-------------------|-------------------|-------------|
| Flagstaff Pulliam | 25,374 | 27,574 | 8.7% |
| Grand Canyon National Park | 279,688 | 276,336 | -1.2% |
| Phoenix Sky Harbor | 10,340,767 | 10,699,008 | 3.5% |
| Tucson International | 940,938 | 1,022,788 | 8.7% |
| Yuma International | 26,891 | 29,763 | 10.7% |
| 3rd Quarter Total | 11,333,970 | 12,055,469 | 6.4% |

Source: Activity reports provided by airports

Airport passenger traffic from the five tracked Arizona airports increased 3.8% during the third quarter to over 11.6 million passengers. The positive trend in passenger traffic continues from the first quarter of 2007. The highest volume of airport passenger traffic was recorded in the month of July, with approximately 4.1 million passengers, an increase of 1.0% over the same month last year. Most improved was September with an increase of 6.8%.

Four of the five tracked Arizona airports experienced an increase in passenger traffic in Q3. Phoenix Sky Harbor posted an increase of 3.5% to 10.7 million passengers over the same period of last year. In addition, Tucson International, Yuma International and Flagstaff Pulliam all posted an increase, with Tucson International up 8.7%, Yuma up 10.7% and Flagstaff Pulliam up 8.7% over the same period last year. Grand Canyon National Park Airport reported a -1.2% decline to 276,336 passengers for the quarter. International passenger traffic in Arizona continues to decline, posting a -1.9% decrease during Q3.

AZ STATE PARK VISITATION

Top Visited State Parks in Q3 were:

1. Lake Havasu 157,366
2. Slide Rock 154,652
3. Patagonia Lake 75,252
4. Fool Hollow Lake 72,291
5. Cattail Cove 47,677

Visitation to Arizona's State Parks increased 3.4% during the third quarter to 862,290 visitors. Increased visitation of 3.9%, 2.1%, and 5.8% respectively for July, August, and September contributed to the quarterly increased compared to the same period last year.

NORTHERN

In the northern part of the state, Lyman Lake saw the largest increase in visitation at 20.7% to 33,663 visitors during the third quarter. Fool Hollow Lake also recorded an increase in visitation, up 14.8% to 72,291 visitors compared to the same period last year. In contrast, Red Rock Park and Tonto Natural Bridge both witnessed decreases at -11.0% and -6.0% respectively.

WESTERN

Overall, the western part of the state had a decrease of -7.7% in visitation. Cattail Cove showed an increase in visitation, up 10.0% to 47,677 visitors during the third quarter. Lake Havasu experienced a decrease in visitation, down -12.4% to 157,366 visitors during Q3

SOUTHERN

McFarland showed an increase in visitation, up 51.8% to 592 followed by Roper Lake, posting an increase of 45.6% to 34,087 visitors during Q3 likely due to increased traffic from the construction of a copper mine nearby. In contrast, Tubac Presidio experienced a large decline in visitation at -43.1% to 1,994 visitors, a trend continued from Q1. Catalina also posted a decline of -12.2% to 15,712 visitors compared to the same period last year.

ARIZONA STATE PARKS MONTHLY VISITATION—3RD QUARTER

| | 2006 | 2007 | % Change |
|--------------------------|----------------|----------------|-------------|
| July | 241,192 | 250,499 | 3.9% |
| August | 420,086 | 429,115 | 2.1% |
| September | 172,652 | 182,676 | 5.8% |
| 3rd Quarter Total | 833,930 | 862,290 | 3.4% |

Source: Arizona State Parks

ARIZONA STATE PARKS VISITATION—3RD QUARTER

| Region | Parks | 2006 | 2007 | % Change |
|--------|-----------------------------|--------------------|----------------|-------------|
| W | Alamo Lake (R) | 10,188 | 9,105 | -10.6% |
| S | Boyce Thompson (C) | 5,701 | 5,151 | -9.6% |
| W | Buckskin Mountain (R) | 29,588 | 27,545 | -6.9% |
| S | Catalina (R) | 17,897 | 15,712 | -12.2% |
| W | Cattail Cove (R) | 43,355 | 47,677 | 10.0% |
| N | Dead Horse Ranch (R) | 29,357 | 33,261 | 13.3% |
| N | Fool Hollow Lake (R) | 62,961 | 72,291 | 14.8% |
| N | Fort Verde (H) | 4,895 | 5,206 | 6.4% |
| N | Homolovi Ruins (R) | 6,537 | 7,201 | 10.2% |
| N | Jerome (H) | 19,467 | 20,970 | 7.7% |
| S | Kartchner Caverns (C) | 34,974 | 40,489 | 15.8% |
| W | Lake Havasu (R) | 179,579 | 157,366 | -12.4% |
| S | Lost Dutchman (R) | 6,700 | 6,899 | 3.0% |
| N | Lyman Lake (R) | 27,898 | 33,663 | 20.7% |
| S | McFarland (H) | 390 | 592 | 51.8% |
| S | Oracle (C) | 2,039 | 1,805 | -11.5% |
| S | Patagonia Lake (R) | 71,139 | 75,252 | 5.8% |
| S | Picacho Peak (R) | 6,307 | 5,593 | -11.3% |
| N | Red Rock (C) | 28,615 | 25,474 | -11.0% |
| N | Riordan Mansion (H) | 12,789 | 12,788 | 0.0% |
| S | Roper Lake (R) | 23,407 | 34,087 | 45.6% |
| S | San Rafael Ranch | Not Open to Public | | |
| N | Slide Rock (R) | 137,531 | 154,652 | 12.4% |
| S | Tombstone Courthouse(H) | 13,300 | 14,396 | 8.2% |
| N | Tonto Natural Bridge (R) | 45,909 | 43,145 | -6.0% |
| S | Tubac Presidio (H) | 3,507 | 1,994 | -43.1% |
| W | Yuma Crossing (H) | 1,522 | 849 | -44.2% |
| W | Yuma Territorial Prison (H) | 8,378 | 9,127 | 8.9% |
| -- | Total | 833,930 | 862,290 | 3.4% |

Source: Arizona State Parks,

R: Recreation, H: Historic, C: Conservation

AZ NATIONAL PARK VISITATION

Top Visited National Parks in Q3 were:

| | |
|------------------------|-----------|
| 1. Grand Canyon NP | 1,609,348 |
| 2. Lake Mead NRA | 746,943 |
| 3. Glen Canyon NRA | 673,116 |
| 4. Canyon de Chelly NM | 277,158 |
| 5. Petrified Forest NP | 199,526 |

ALL ARIZONA NATIONAL PARKS VISITATION—3RD QUARTER

| | 2006 | 2007 | % Change |
|--------------------------|------------------|------------------|-------------|
| July | 1,545,059 | 1,581,237 | 2.3% |
| August | 1,372,331 | 1,484,082 | 8.1% |
| September | 1,071,266 | 1,080,552 | 0.9% |
| 3rd Quarter Total | 3,988,656 | 4,145,871 | 3.9% |

Source: National Park Service

ARIZONA NATIONAL PARKS VISITATION—3RD QUARTER

| Parks | Q3 2006 | Q3 2007 | % Change |
|-----------------------------------|------------------|------------------|-------------|
| Canyon de Chelly (NM) | 275,762 | 277,158 | 0.5% |
| Casa Grande (NM) | 10,688 | 8,885 | -16.9% |
| Chiricahua (NM) | 9,305 | 9,746 | 4.7% |
| Coronado (NM) | 11,518 | 16,509 | 43.3% |
| Fort Bowie (NHS) | 1,247 | 1,547 | 24.1% |
| Glen Canyon (NRA) | 683,930 | 673,116 | -1.6% |
| Grand Canyon (NP) | 1,491,756 | 1,609,348 | 7.9% |
| Hubbell Trading Post (NHS) | 28,318 | 24,988 | -11.8% |
| Lake Mead (NRA) | 692,695 | 746,943 | 7.8% |
| Montezuma Castle (NM) | 145,491 | 152,942 | 5.1% |
| Navajo (NM) | 26,467 | 26,968 | 1.9% |
| Organ Pipe Cactus (NM)* | 71,662 | 42,084 | -41.3% |
| Petrified Forest (NP) | 203,557 | 199,526 | -2.0% |
| Pipe Spring (NM) | 15,225 | 13,555 | -11.0% |
| Saguaro (NP) | 94,738 | 114,906 | 21.3% |
| Sunset Crater Volcano (NM) | 69,462 | 68,065 | -2.0% |
| Tonto (NM) | 9,957 | 8,158 | -18.1% |
| Tumacacori (NHP) | 4,289 | 4,104 | -4.3% |
| Tuzigoot (NM) | 25,711 | 23,993 | -6.7% |
| Walnut Canyon (NM) | 33,955 | 39,068 | 15.1% |
| Wupatki (NM) | 82,923 | 84,262 | 1.6% |
| All Arizona National Parks | 3,988,656 | 4,145,871 | 3.9% |

Source: National Park Service, NP: National Park, NM: National Monument, NHS: National Historic Site, NRA: National Recreation Area, NHP: National Historic Park

*Organ Pipe Cactus NM changed counted methodology in 2007.

There was an increase in recreational visitation to Arizona's National Parks during the 3rd quarter of 2007. Nearly 4.2 million people visited Arizona's National Parks, which is up 3.9% compared to the same period last year.

Of the 21 Arizona National Parks, 11 saw an increase in visitation. The top performer was Coronado NM, up 43.3% to 16,509 visitors during the 3rd quarter. This was followed by Fort Bowie NHS, which welcomed 1,547 visitors, up 24.1%. Saguaro NP witnessed an increase of 21.3% to 114,906 visitors, regaining its visitation from a decline in 2006 due to road construction/closures. Walnut Canyon NM outperformed last years visitation by 15.1%, up to 39,068 visitor in the 3rd quarter. Lake Mead NRA saw visitation increase 7.8% to 746,943 visitors during the 3rd quarter as well as the Grand Canyon with an increase of 7.9% to 1,609,348 visitors.

In contrast, Organ Pipe Cactus NM experienced the largest decline in visitation, down -41.3% to 42,084 visitors during the third quarter. Visitation to Tonto NM decreased -18.1% to 8,158 visitors for the third quarter. Casa Grande NM visitation declined -16.9% to 8,885. Hubbell Trading Post NHS also had a decline in visitation, down -11.8% to 24,988 visitors during the same period as last year.

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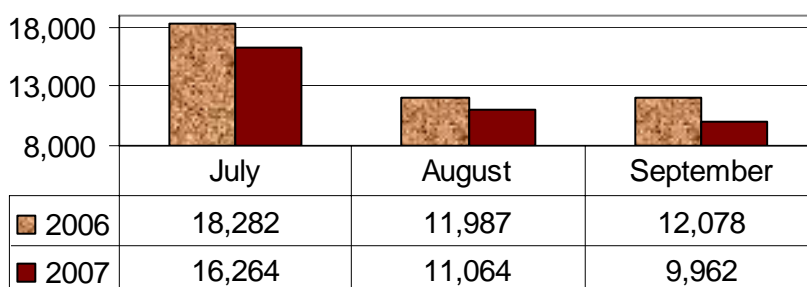
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PAINTED CLIFFS WELCOME CENTER



Painted Cliffs Welcome Center is located on Interstate 40, Exit #359-Grants Road in Lupton, Arizona

3rd Quarter Painted Cliffs Visitation



During the third quarter of 2007, there were a total of 37,290 visitors to the Painted Cliffs Welcome Center, an decrease of -11.9% compared to the same period last year. The reason for this decrease was due to the decrease in visitors originating from the United States, which was down -12.3% to 34,538 visitors compared to the same period last year. The top five originating states were Texas, California, Arizona, New Mexico, and Oklahoma. Eight of the top 10 originating states for the third quarter witnessed decreases in visitation for the same time period last year.

Visitors originating from a foreign country decreased, down -1.0% to a total of 2,390 visitors. Visitors to the welcome center from Canada decreased -8.6% to 602 visitors during the 3rd quarter compared to the same period last year. There was an increase in visitation for those originating from Germany, reflecting an increase of 0.7% to 300 visitors compared to the same period last year.

Top 10 Originating States 3rd Quarter 2007

| | | |
|----|------------|-------|
| 1 | Texas | 4,763 |
| 2 | California | 3,745 |
| 3 | Arizona | 3,084 |
| 4 | New Mexico | 1,929 |
| 5 | Oklahoma | 1,437 |
| 6 | Illinois | 1,337 |
| 7 | Florida | 1,231 |
| 8 | Missouri | 1,164 |
| 9 | Tennessee | 1,032 |
| 10 | Michigan | 893 |